

REMARKS

In the Office Action dated February 2, 2010, the examiner rejected claims 1—3, 6—14, 16, 18—30, and 33—35 under 35 USC 103 as unpatentable over Thomas (USP 7,134,130) in view of Johnson et al. (USPA 2004/0078806) and in further view of Rodriguez. (USPA 2009/0282428) (hereinafter Thomas, Johnson and Rodriguez) and claims 4—5 under 35 USC 103 as unpatentable over Thomas in view of Johnson further in view of Gang-Sik Yoon (Korean Pub. No. 10-2000-0033070) (hereinafter Yoon). In view of the subsequent remarks, Applicants request reconsideration and withdrawal of the examiner's rejections.

Claim Rejections – 35 USC 103

The claimed subject matter provides a control scheme that enables media signal censoring based on viewers present in the viewing area, viewing time and viewing content associated with viewing time for each viewer in the viewing area such that for each viewer there can be more than one viewing time wherein each viewing time has a distinct viewing content specification. The examiner admits in the February 2, 2010 Office Action that Thomas and Johnson fails to disclose or provide a teaching of:

receiving content-based specifications corresponding to the one or more viewing profiles associated with the one or more viewers present in the viewing area and the selected time range specifications, wherein the one or more viewing profiles includes a plurality of time range specifications, wherein the **time range specifications each corresponds individually to a separate content-based specification**;

as claimed in claim 1, or

receiving a viewer indicator indicative of a viewer present in a viewing area corresponding to the consumer electronics device;

receiving viewer specifications corresponding to selected viewers;

comparing the viewer indicator with the viewer specifications to identify a viewing profile associated with one of the selected viewers present in the viewing area;

selecting a viewer specification corresponding to the viewer indicator, wherein the viewer specification comprises a plurality of time range specifications, **each time range specification corresponding individually to a separate content-based rating specification;**

as claimed in claim 23. The examiner specifically states that:

"[I]t is noted that Thomas and Johnson fail to explicitly disclose that the time range specifications each corresponds individually to a separate content-based specification." February 2, 2010 OA, p. 5. In an attempt to cure this deficiency, the examiner relies on Rodriguez. Applicants respectfully submit that Rodriguez teaches away from the claimed invention and, thus, cannot be combined with other references to establish a *prima facie* case of obviousness.

The examiner refers to paragraphs 0124, 0116 and figure 29C of Rodriguez as providing the teaching to meet the claimed subject matter. Rodriguez reads at paragraph 0116 as follows:

FIG. 26 depicts a non-limiting example of a block service screen 2600 that may be presented to a user in response to the selection of the block service option 2530 (FIG. 25). Block service menu 2610 includes a program type option 2620, a channel type option 2630, and a channel identity option 2640. The block service options 2620, 2630, and 2640 may be used to configure the DHCT 200 to block selected service instance types, television service types, and television service identities, respectively. In one embodiment, the selection screens that are presented in response to the selection of option 2620, 2630, or 2640 are similar to selection screens 1800 (FIG. 18), 800 (FIG. 8), and 2000 (FIG. 20), respectively. In this manner, a user may block

certain television services based on their service instance content, their type, or their identity. The block service screen 2600 may, in another embodiment, contain different and/or additional options such as, for example, an option to block all television services or an option to block television services carrying a certain service instant. Service blocking settings may be implemented continuously or only during certain time periods as determined by user input such as, for example, as provided via the screens depicted in FIGS. 9-17.

Rodriguez [0116], emphasis added. Rodriguez reads at paragraph 0124 as follows:

FIG. 29C depicts a non-limiting example of a preference entry screen 2920 that illustrates one possible approach for indicating user preferences. In this example, the preference entry area 2906 includes a promote entry 2921 and a block entry 2922 that reflect user input. The promote entry 2921 indicates that the user's preference is to promote talk show programs 2923 during the 9:00 a.m. to 12:00 p.m. time slot 2924. The block entry 2922 indicates that the user's preference is to block cartoon programs 2925 during the 9:00 a.m. to 12:00 p.m. time slot 2924. In this manner, the user can specify what is to be included and excluded for certain time periods. A television service may be promoted in several ways. For example, a television service may be promoted via an IPG by being listed ahead of other television services and/or by being more conspicuously displayed. A television service may also be promoted by being presented to a user either "automatically" or in response to the DHCT 200 receiving user input (e.g., corresponding to CH +/- key 440) requesting a television service.

Rodriguez [0124], emphasis added.

The Rodriguez system provides a control scheme for censoring media signals based on content and viewing time with no relation to the viewers in the viewing area. A user is able to select the content and viewing time, but not a viewer. This distinction is confirmed by a review of Fig. 29C:

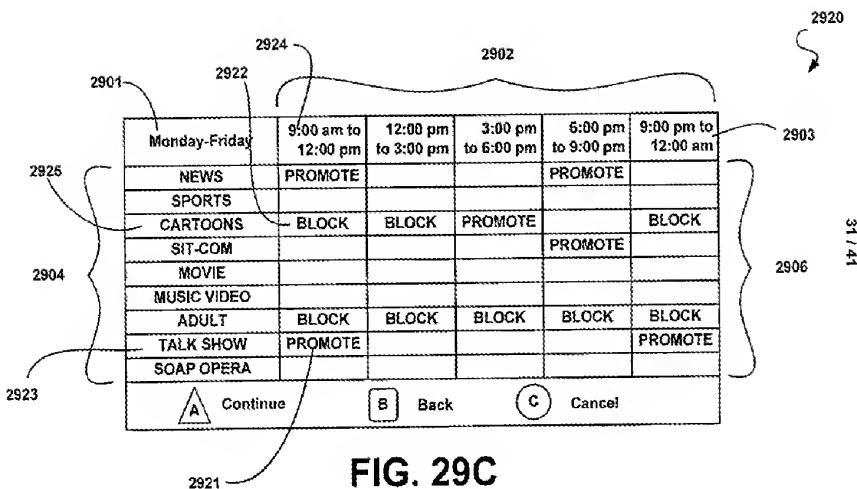


FIG. 29C

If the viewing content is content that is to be blocked during a given time frame, the Rodriguez system will block the program regardless of which viewers are present.

The Thomas system provides a distinctly different control scheme from Rodriguez that enables media signals censoring based on content and viewers present in the viewing area while the Johnson system provided a control scheme that allows censoring of media signals by establishing user profiles based on content and separately based on time. Rodriguez, Thomas and Johnson represent different approaches to media signal censoring. Those skilled in the art would not look to a control scheme based on time to modify a control scheme based on viewers. The only reason for the examiner's suggestion of combining these references appears to be an improper attempt to reconstruct the invention of the claims of the subject application. Thus, there is no plausible rationale for one skilled in the art to look to combine these references.

In view of the foregoing, Applicants respectfully submit that Thomas, Johnson and Rodriguez cannot establish a *prima facie* case of obviousness for independent claims

1 and 23, and claims 2—3, 6—14, 16, 18—22, 24—30, and 33—35 by virtue of their dependence upon 1 and 23, meet the requirements for patentability under 35 USC 103.

. The examiner's reliance on Yoon was solely for the purpose of its teaching reference the storage of images of selected individuals and, thus, does not solve the deficiency noted above with regards to claim 1.

Accordingly, claims 1 and 23, and claims 2—14, 16, 18—22, 24—26, 28—30 and 33—35 by virtue of their dependence upon 1 and 23, meet the requirements for patentability under 35 USC 103.

CONCLUSION

Applicants respectfully assert the application is in condition for allowance. Prompt and favorable action on the merits of the claims is earnestly solicited. Should the Examiner have any questions or comments, the undersigned can be reached at (949) 567-6700.

Respectfully submitted,
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